

AGENDA ITEM X-B (2)

Consideration of a request from Midland College for a Bachelor of Applied Technology (BAT) degree with major in Technology Management

RECOMMENDATION: Approval and authorization to implement a Bachelor of Applied Technology (BAT) degree with major in Technology Management. Approval is valid through fall 2015, unless extended by the Texas Legislature or the Coordinating Board (Texas Education Code, Section 130.0012), and is contingent on 1) the Commission on Colleges of the Southern Association of Colleges and Schools approving authority to offer bachelor's degrees, and 2) the requirement of an institutional progress report three years after implementation

Goal(s): Participation, Success

The staff believes this program can contribute to reaching the state's goals for increased participation and success.

BACKGROUND AND PROGRAM DESCRIPTION

Three community colleges in Texas (Brazosport College, Midland College, and South Texas Community College) are responding to a legislative initiative (78th Texas Legislature) that establishes a pilot project for selected community colleges to offer a limited number of applied bachelor's degrees (Texas Education Code, Section 50, Subchapter A, Chapter 130, Section 130.0012). Midland College proposes to offer a Bachelor of Applied Technology (BAT) degree in Technology Management.

Community business leaders have encouraged Midland College (MC) to develop a bachelor's degree program that would match their employment needs. Students who would enter the baccalaureate program would have already completed Associate of Applied Science (AAS) degrees in one of five "feeder" tracks: Business, Legal Assistant, Law Enforcement, Business Computer Applications, and Emergency Medical Services. In addition, students would have to complete the general education core and 40 semester credit hours of upper-level Technology Management courses (mostly business and management-related coursework to be taken in sequential order). The total semester credit hours required would be 126, which would include an evaluative capstone course in the final semester. The Dean of Business Studies would be responsible for BAT program operations.

Because this is a pilot, unless baccalaureate degree-granting approval is continued by the Legislature, the pilot will expire by fall 2015. The statute requires the Coordinating Board make a recommendation by January 2011 whether to continue the programs permanently.

NEED

Employment Opportunities

MC, in collaboration with the Midland Chamber of Commerce, has developed a BAT degree curriculum to meet the needs of local employers. Sixty employers (in petroleum-related, government, service, and retail firms) were surveyed to assess their need for bachelor's degree graduates. Fifty-five employers who are on an advisory committee all support the BAT program and stated that having a bachelor's degree would enhance promotion (65 percent already employ MC graduates). Further, the Texas Workforce Commission projects 90 annual job openings for managers in the Permian Basin region (for 2000 to 2010).

Projected Enrollment

New enrollment is expected to be 50 full-time-equivalent (FTE) students in year one growing to 195 in year four (and remaining stable).

Existing State Programs

There are 18 public and four private universities in Texas that offer the somewhat-related Bachelor of Applied Arts and Sciences (BAAS) degree. There is only one university (The University of Texas at Brownsville) that offers the Bachelor of Applied Technology (BAT) degree.

QUALITY AND RESOURCES

Faculty

MC has 118 full-time faculty at the institution (23 have doctorates and 57 have master's degrees) who would teach general education and other lower-division courses. Five new full-time doctoral faculty would be hired to teach the upper-division courses (two in year one, and one each in years two, three, and four) (\$1,013,637 five-year cost). Some current faculty (those with doctorates) would also teach select upper-division courses (reallocated costs of \$150,000 over five years).

Other Personnel

One new clerical position and one new counselor would be added to support the BAT program, costing \$197,717 over five years. Reallocation of existing personnel would cost \$217,800 for five years.

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Facilities, Equipment, and Library Resources

Facilities would be adequate to support the BAT program. Equipment costs would total \$33,792 over five years for computers and office furniture.

The library resources have been assessed by a Southern Association of Colleges and Schools library consultant. The consultant's recommendations are being implemented at a cost of \$50,000 for five years. Because MC already supports bachelor's-degree students from four institutions on its campus (Lubbock Christian University, Texas Tech University, The University of Texas of the Permian Basin, and Sul Ross State University), a limited number of acquisitions would be needed. However, one new librarian would be added costing \$248,923 for five years (reallocated funds).

Supplies and Materials

Expenditures of \$75,762 would be required for the first five years of the program.

Accreditation

No separate accreditation is available for the program.

Educator Certification Program

Not applicable.

FIVE-YEAR COSTS			SOURCES OF FUNDING	
Personnel ¹	New:	\$1,508,645	Reallocated Funds	\$689,323
	Reallocated:	<u>\$ 689,323</u>		
	Subtotal:	\$2,197,968		
Facilities, Equipment, and Library Resources		\$83,792	Anticipated New Formula Funding	\$1,154,232
Supplies, and Materials		\$75,762	Special Item Funding	\$0
Other ²		\$34,320	Other Funding ³	\$1,719,302
Est. 5-Year Costs		\$2,391,842	Est. 5-Year Revenues	\$3,562,857

The Chief Executive Officer of the institution has certified, and staff has determined, that the institution will have funds sufficient to support the proposed program. Because of the current economic hardships of the state, the staff re-confirmed the institution's financial and resource commitments to the program at the time these materials were written (March 2004).

Estimated formula funding generated by the institution in years three through five of the proposed program would total \$1,154,232.

¹ Faculty, clerical/staff, and administration

² Faculty travel and advertising

³ Tuition and Midland College Foundation